

<b>Notice of References Cited</b>		Application/Control No.	Applicant(s)/Patent Under Reexamination SADRI, PASHA	
		Examiner Matthew s Gart	Art Unit 3625	Page 1 of 1

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,236,990	05-2001	Geller et al.	707/5
	B	US-2002/0107726	08-2002	Torrance et al.	705/12
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"Preference, Search, and Choice: An Integrative Approach," David A Sheluga, James Jaccard, Jacob Jacoby, Journal of Consumer Research, September 1979, page 166
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.